



The **CHAMBER**
Eau Claire Area Chamber of Commerce

2022
**& SPONSORSHIP
& MARKETING**
Opportunities

EAU
WHAT A NIGHT

THANK YOU TO OUR VISIONARY, ADVOCATE AND CATALYST INVESTORS

Visionary Investors



Advocate Investors



Catalyst Investors



2022 EVENT & PROGRAM SPONSORSHIPS

The Eau Claire Area Chamber of Commerce realizes the needs of each of our investors is different. Where you invest your marketing dollars is unique to your own business plan. To assist you, the event and program sponsorships are categorized into the following five areas:



ADVOCACY

Participation in the Chamber’s advocacy programs and events allows the Chamber to work for your interests for the future of small and large companies on legislative issues locally, statewide and nationally. Linking your company with the Chamber provides added clout to the Chamber’s voice in the Eau Claire area and beyond.



WORKFORCE

Participation in the Chamber’s workforce development programs and events allows the Chamber to provide avenues to develop our current and future workforce. Your business will be seen as a leader in workforce education.



EDUCATION

Participation in the Chamber’s educational programs and events allows the Chamber to help in the development of current and future leaders in our communities. Your business will be associated with premier local educational leadership programs.



INVESTOR
ENGAGEMENT

Participation in the Chamber’s business development programs and events allows the Chamber to promote members of the Chamber to other members and the community. Associating your business with these programs and events will contribute to the successful business development of your business.

ADVERTISING OPPORTUNITIES

The Chamber provides a variety of cost-effective advertising methods for all types of businesses. Let the Chamber bring added visibility to your business!



2022 EVENT & PROGRAM SPONSORSHIPS

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Thank you for your interest in the Chamber's 2022 sponsorship package. If you sponsored an event in 2021, you will have first right of refusal for the sponsorship in 2022.

Due to ongoing changes in local health orders and crowd restrictions, event dates and formats, are subject to change.



ENHANCED GOVERNMENTAL AFFAIRS PROGRAM ADVOCACY. ACCOUNTABILITY. ACTION.

The Chamber is dedicated to being a strong voice and taking action on public policy and community initiatives that impact economic prosperity.

In today's political climate, it's increasingly important for the business community to collectively weigh in on the economic and business impact when public policy decisions are made. The Chamber accomplishes this through:

- Advocacy on business-related issues at the local, state and federal levels
- Connections and relationships with policy makers
- Timely information and education for Chamber members
- Equipping members for effective involvement and influence

Sponsorship support of the Chamber's Governmental Affairs Program provides the resources needed to maintain the scope and effectiveness of the Chamber's advocacy efforts, including:

- A robust schedule of events connecting Chamber members with policy makers: Monthly *Eggs & Issues* breakfasts, *Lawmaker Luncheons*, *Candidate Forums* and questionnaires, the annual *Chippewa Valley Rally* at the State Capitol, educational programs to equip Chamber members for effective involvement, and opportunities to participate in other local, regional, state and national programs.
- Dedicated Governmental Affairs staff time and member-led Governmental Affairs Committee to maintain relationships with governmental officials, monitor issues, and recommend action when needed.
- Updated *Business Issues Agenda* affirming the Chamber's position on key economic issues including taxes, governmental accountability, health care, education, workforce, economic development, infrastructure and transportation, energy and the environment.
- The weekly *Business Advocate* e-newsletter keeping interested members informed of important business-related policy issues and actions.

Visionary Investment: \$6,000

- Major recognition on website and related media
- Logo on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Visionary Sponsor
- Recognition at all Governmental Affairs-related events as Visionary Sponsor.
- Chippewa Valley Rally Major Sponsorship including 1/4 page ad in program and one complimentary registration
- Opportunity to provide a welcome and/or introduce a speaker at one event
- 1 registration at all Governmental Affairs events

Advocate Investment: \$3,000

- Recognition on website and related media
- Logo on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Advocate Sponsor
- Recognition at all Governmental Affairs-related events
- Chippewa Valley Rally Basic Sponsorship including logo in program

Catalyst Investment: \$1,000

- Recognition on website and related media
- Listing on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Catalyst Level Sponsor
- Recognition at all Governmental Affairs-related events



28TH ANNUAL CHIPPEWA VALLEY RALLY

Bringing the Chippewa Valley's Voice to Madison.

This annual event, to be held in February, is organized by the Chippewa Valley Chamber Alliance, representing the Chippewa Falls, Eau Claire and Menomonic Chambers of Commerce. It focuses on the economic issues of vital importance to our region, including workforce, education, broadband, infrastructure and more.

The Rally brings over 100 local business, education and local government leaders to Madison. The day includes exposure to state legislators and their staffs, networking and other opportunities to interact with key decision makers.

Exclusive Headline Sponsor: **Investment: \$850**

- Full Page on the back cover of the Rally issues booklet
- Two complimentary event registrations
- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Logo on Calendar of Events
- Unlimited sponsor stickers for your employees to wear at the event

Major Sponsor: **Investment: \$650**

- 1/4 page ad inside the Rally issues booklet (1/4 page - 2 x 2.75 in.)
- One complimentary event registration
- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Logo on Calendar of Events
- Unlimited sponsor stickers for your employees to wear at the event

Sponsor: **Investment: \$350**

- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Unlimited sponsor stickers for your employees to wear at the event



WORKFORCE DEVELOPMENT

EMPLOYERS WORKFORCE INITIATIVE

The Chamber is a champion for employers in the Chippewa Valley as they work to solve their immediate and long term talent and workforce challenges.

With over 1,100 investors representing a workforce of more than 40,000 employees, the Chamber is the leading area business organization representing the interests of the community's employers. Participating in this sponsorship opportunity makes it possible for the Chamber to continue and grow its efforts to achieve greater impact in this vital area.

Initiative Components

ThinkEauClaire.com - High-quality video and website developed with Volume One and launched in fall 2018 to help employers attract talent to the Chippewa Valley

Workforce Solutions Summit – Annual major conference to connect employers with practical resources and ideas

Workforce Playbook – An interactive, online “Playbook” for employers to provide information and direction on available resources to address specific workforce issues and opportunities.

Staff and Volunteer Action – Leadership through the Chamber's Business & Workforce Development Committee to participate in collaborative initiatives, identify gaps and overlap in area workforce initiatives, and serve as a convenor and catalyst as needed on the local, regional and state level.

Visionary

Investment: \$6,000

- Major recognition on the website and related media.
- Listed as Partner in Workforce-related publications, correspondences, e-mails, etc.
- Major Workforce Summit sponsorship as Partner
- One invitation to an annual exclusive high-level Workforce Round Table
- One registration at all Workforce-related events
- Unlimited listings in the Chamber's Job Bank

Advocate

Investment: \$3,000

- Recognition on the website and related media
- Listed as Advocate in Workforce-related publications, correspondences, e-mails, etc.
- Workforce Summit sponsorship as Advocate
- 24 free annual listings in the Chamber's Job Bank

Catalyst

Investment: \$1,000

- Recognition on the website and related media
- Listed as Supporter in Workforce-related publications, correspondences, e-mails, etc.
- 8 free annual listings in the Chamber's Job Bank

EXPLORE EAU CLAIRE CONCIERGE PROGRAM

Explore Eau Claire is program to help solve our workforce challenges. We help you sell our community to your job candidates as they make the choice to call Eau Claire home.

As one of the initial investors at \$5,000, you will help us bring this program to Eau Claire and make it possible for all Chamber Investors to use. *This is limited to only 4 initial investors.*

As an **early adopter**, you will receive the following:

- Contribute to a workforce solution for the Eau Claire Area
- Make the program feasible for small businesses to use & purchase services a la carte.
- Your company logo on all Explore Eau Claire marketing materials
- Your company logo on our program updates and distribution lists
- Website recognition on Think Eau Claire and eauclaيرهamber.org
- Your company information in our relocations packet (*mailed out to individuals who request one and distributed on every tour*).

You will also get a **\$2,000 credit** to use any of the services below:

Customized Tour: Let us show your candidate or new hire the many reasons the Chippewa Valley is the ideal place to call home! The customized Chippewa Valley tour includes:

- Introductory survey to assess the needs of the individual or family
- Customized community tour with introductions to many of the unique communities that make up the Chippewa Valley area, including schools, local businesses and community resources
- Welcome packet with customized resources
- Detailed post-tour survey
- One month follow –up to identify needs or services

Settle-In Service: With the settle-in service, your employee will receive an introductory meeting with the concierge to assess the needs of the individual or family, a personalized welcome packet, quarterly check-ins and the following connections to make sure they develop a sense of belonging from the very beginning:

- Meeting with the Chamber concierge
- Survey to assess personal needs of individual or family
- Invitations to relevant community events
- Authentic connections based on individuals or family's interest, background and beliefs

Partner Career Services: Includes connecting with partner to assess most desired position, circulation of resume to our Chamber investors and personal emails/calls to relevant company contacts.

Welcome Basket from Your Company - Includes basket of local products delivered to the individual's/family's home.



AGE OF OPPORTUNITY JOB & VOLUNTEER FAIR

The event, held in September at Oakwood Mall , promotes employment and volunteer opportunities for mature workers, age 55 and older.

Event Sponsor: \$175

- Exhibit space at the event
- Logo on promotional materials prior to and at event
- Logo on Chamber's website Calendar of Events and signage

Exhibitor: \$75

- Exhibit space at the event.



ANNUAL MEETING: EAU WHAT A NIGHT

Attendees will have the opportunity to network with fellow Chamber members, celebrate the past year's accomplishments and honor Chamber volunteers and outstanding community members. This event will take place on Wednesday, January 26, 2022.

Exclusive Title Sponsor: \$3,500 (SOLD)

- Opportunity to showcase your business in a Chamber-produced video segment
- Eight complimentary tickets to Eau What a Night
- Company logo displayed on RCU Theatre stage during event
- Company logo displayed on event page on Chamber website
- Company logo on digital promotional announcements—Chamber Update newsletter, featured event page on Chamber website, targeted member emails
- Opportunity to attend Sponsor Reception prior to the event
- 4 valet parking passes for event

Exclusive Sponsor—Pre-Event Entertainment : \$3,200

Opportunity to showcase your business in a Chamber-produced video segment

- Eight complimentary tickets to Eau What a Night
- Opportunity to introduce the pre-event entertainment
- Company logo displayed on RCU Theatre stage during program
- Company logo displayed on event page on Chamber website
- Company logo on digital promotional announcements—Chamber Update newsletter, featured event page on Chamber website, targeted member emails
- Opportunity to attend Sponsor Reception prior to the event
- 4 valet parking passes for event

Exclusive Sponsor— After Party Entertainment : \$3,200 (SOLD)

- Opportunity to showcase your business in a Chamber-produced video segment
- Eight complimentary tickets to Eau What a Night
- Opportunity to provide live feed invitation to the after-party and introduce entertainment
- Company logo displayed on RCU Theatre stage during program
- Company logo displayed on event page on Chamber website
- Company logo on digital promotional announcements—Update newsletter, featured event page on Chamber website
- Opportunity to attend Sponsor Reception prior to the event
- 4 valet parking passes for event

Exclusive Sponsor—Digital Marketing: \$2,000 (SOLD)

- Opportunity to showcase your business in a Chamber-produced video segment
- Four complimentary tickets to event
- Company logo displayed on RCU Theatre stage during event
- Company logo displayed on event page on Chamber website
- Company logo on digital promotional announcements—Chamber Update newsletter, featured event page on Chamber website, targeted member emails
- Opportunity to attend Sponsor Reception prior to the event
- 4 valet parking passes for event

Major Sponsor: \$1,250 (SOLD)

- Opportunity to showcase your business in a Chamber-produced video segment
- Two complimentary tickets to event
- Company logo displayed on RCU Theatre stage during event
- Company logo on digital promotional announcements—Chamber Update newsletter, featured event page on Chamber website, targeted member emails
- Opportunity to attend Sponsor Reception prior to the event
- 4 valet parking passes for event

Hors d'oeuvres Sponsor: \$1,500 (4 available)

- Company logo displayed on Pablo Center lobby monitors
- Company logo displayed on food tables
- Company logo on digital promotional announcements
- Opportunity to attend sponsor reception before the event
- 4 valet parking passes for event

High Top Table Sponsor: \$750 (SOLD)

- Company logo displayed on Pablo Center lobby monitors
- Company logo displayed on each high top table during reception
- Company logo on digital promotional announcements
- Opportunity to attend sponsor reception before the event
- 2 valet parking passes for event

Parking Sponsor: \$600 (N/A until next year's event)

Sponsorship allows attendees to park in the North Barstow parking ramp at no cost the night of the event.

- Company logo displayed on Pablo Center lobby monitors
- Company logo displayed on sign at entrance to parking ramp
- Company logo on digital promotional announcements
- Opportunity to attend sponsor reception prior to the event
- 2 valet parking passes for event (cont. on page 9)



INVESTOR ENGAGEMENT

ANNUAL MEETING - EAU WHAT A NIGHT

Valet Parking Sponsor: \$600 (SOLD)

Sponsorship provides complimentary valet parking to Sponsor Reception attendees

- Company logo displayed on Pablo Center lobby monitors
- Company logo displayed on signage near valet drop-off area
- Company logo on digital promotional announcements
- Opportunity to attend sponsor reception prior to the event
- 2 valet parking passes to event

Dessert Sponsor: \$500 (2 available)

Sponsorship provides dessert to after party attendees

- Company logo displayed on Pablo Center lobby monitors
- Company logo displayed on signage on dessert table
- Company logo on digital promotional announcements
- Opportunity to attend sponsor reception prior to the event
- 2 valet parking passes to event

Woman of Achievement Award: \$200 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Chamber Volunteer of the Year Award: \$350 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Public Employee of the Year Award: \$350 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Glassbrenner-Klinkhammer Spirit Award: \$350 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Outstanding YPCV Award: \$350 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Door Prize Sponsor: \$500 (SOLD)

Eau Claire Staycation Package—Includes

- Opportunity to present door prize on stage
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event

Annual Meeting Door Prize Sponsor: \$500 (SOLD)

\$1,000 shopping spree with Chamber Buy Local Bucks

- Opportunity to present door prize on stage
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to event
- 2 valet parking passes to event

Award Presentation Sponsor: \$500 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on printed award envelopes
- Company logo on digital promotional announcements
- Opportunity to attend Sponsor Reception prior to the event
- 2 valet parking passes to event



INVESTOR ENGAGEMENT

AM EXCHANGE

Sponsorship of morning networking event that will be held two times per year. Average attendance is 30-40 people depending on location.

Sponsor: \$250 (2 available)

- Opportunity to showcase your business location and product
- Opportunity to address the attendees
- Logo on promotional announcements and Calendar of Events
- Sponsor provides a continental breakfast

BRAVO TO BUSINESS

Held in September at The Florian Gardens, this event recognizes outstanding local businesses in our community for the significant role they play in driving the city's business community and economic growth.

Event Title Sponsor: \$2,000 (SOLD)

- Recognition as event sponsor in all promotional announcements
- Signage and recognition at the event
- Full back page ad in the event program
- Logo on website calendar of events
- Opportunity to attend nominee reception prior to the event
- 4 tickets to event

Hors d'oeuvres Sponsor: \$500

- Recognition at the event with professional signage both at the door and at hors d'oeuvres table
- Recognition during the event with ongoing announcements
- Recognition on promotional materials
- Opportunity to attend nominee reception prior to the event

Community Development Award Sponsor: \$350 (SOLD)

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend nominee reception prior to the event

Young Professionals Best Place to Work Award Sponsor: \$350

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend nominee reception prior to the event

Small Business of the Year Award Sponsor: \$350

- Recognition at the event at time of award presentation
- Company logo on digital promotional announcements
- Opportunity to attend nominee reception prior to the event

Business of the Year Award Sponsor: \$350

- Recognition at the event with professional signage both at the door and at hors d'oeuvres table
- Recognition during the event with ongoing announcements
- Recognition on promotional materials

BUSINESS AFTER HOURS SELECTION

The Chamber will begin taking applications in November for those businesses interested in hosting Business After Hours (BAH). BAH is held the second Monday of each month from 4:30 to 6:00 p.m. with the exception of May, September and December.

BUSINESS AT THE GARDENS

This event will be held on May 18, 2022, and is an opportunity for 60 exhibitors to expand their markets through a display of products and services and network with other business professionals.

Food & Appetizer Sponsor: \$1,000 (2 available)

- Recognition at the event with professional signage both at the door and at hors d'oeuvres table
- Recognition during the event with ongoing announcements
- Recognition on promotional materials
- 6 tickets to event

Bag Sponsor: \$525 + 500 bags (SOLD)

- Company bag distributed to all attendees at front entrance of Business at the Gardens.
- Recognition on promotional materials

Lanyard Sponsor: \$525

- Logo on approximately 500 lanyards of event badges of exhibitors, sponsors and attendees.
- Recognition on promotional materials

Badge Sponsor: \$525

- Logo on event badges of exhibitors, sponsors and attendees
- Recognition on promotional materials



Garden View Exhibit: \$775

- Located in back of main ballroom near large window area
- Includes table, linen, four tickets to event and electricity
- Amenities vary according to each individual room

A & B Exhibits w/Projection Screens: \$575

- Located at front of main ballroom
- Includes table, linen, use of projector screen, four tickets to event and electricity

Outdoor Market Place Exhibit: \$525

- Located directly behind The Florian Gardens
- Includes table, linen, four tickets to event

Showcase Exhibit: \$525

- Located along the walls of the main ballroom
- Includes table, linen, four tickets to event and electricity

Standard Exhibit: \$425

- Located in center of main ballroom
- Includes table, linen, two tickets to event

Outdoor Vehicle Display: \$55

- Located at front entrance of The Florian Gardens building



BUSINESS SALUTES EAU CLAIRE GOLF CLASSIC

The golf outing will be held on August 1, 2022 at the Eau Claire Golf & Country Club. This event is one of the Chamber's premiere networking events with 250+ people in attendance.

Exclusive Corporate Sponsor: \$2,500 (2 available)

- Logo signage on the 10th hole of the golf course
- Logo on Chamber Calendar of Events
- Complimentary team of five golfers
- Signage at the entrance to the golf course
- Recognition during the event
- Recognition in the event program
- Opportunity to welcome the attendees
- Recognition in promotional announcements
- Early registration sign-up

Exclusive Gift Sponsor: \$3,200 (1 available)

- Logo on 250-270 gift items that are distributed to each participant
- Logo on signage at the event
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Exclusive Cart Sponsor: \$1,600 (1 available)

- Logo signage on all golf carts used at the event
- May provide a gift of their choice to all participants
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Exclusive Golf Ball Sponsor: \$1,500 (1 available)

- Distribution of golf balls with company logo
- Logo signage at the event
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Exclusive Dinner Sponsor: \$1,100 (1 available)

- Opportunity to give brief remarks at dinner
- Recognition on table signs at the event
- Recognition in the event program
- Two complimentary dinners for non-golfers
- Early registration sign-up

Exclusive Lunch Sponsor: \$900 (1 available)

- Recognition on table signs at the event
- Recognition in the event program
- Two complimentary lunches for non-golfers
- Early registration sign-up

Course Food Sponsor: \$425

- Provide food for 260 people at the first tee
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Scorecard Sponsor: \$375

- Logo sticker on event scorecard
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Driving Range Sponsor: \$325

- Exclusive Sponsor at hole
- Logo signage at sponsorship hole
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Candy Bar Sponsor: \$250 (SOLD)

- Logo sticker on candy bars given out in beverage cart. Chamber purchases the candy bars.
- Recognition during the event
- Recognition in the event program



INVESTOR ENGAGEMENT

CHAMBER/CVTC BUSINESS COMMUNITY BREAKFAST

The event, held in October, brings the technical college and business communities together for an update on CVTC.

Event Sponsor: \$300 (3 available)

- Logo on signage at the event
- Recognition in event program
- Recognition on promotional announcements
- Logo on Chamber's Calendar of Events

CHAMBER/UWEC BUSINESS COMMUNITY BREAKFAST

The event, held in the spring, brings the university and business community together for an update on UW-Eau Claire.

Event Sponsor: \$300 (4 available)

- Logo on signage at the event
- Recognition in event program
- Recognition on promotional events
- Logo on Chamber's website Calendar of Events

PROGRESSIVE NETWORKING LUNCHEON

Sponsorship of luncheon networking event that will be held in two times per year. Limited to 24 participants.

Sponsor: \$250 (1 available)

- Logo on signage at the event.
- Opportunity to address the attendees
- Logo on promotional announcements.
- Logo on Chamber's website Calendar of Events.



CYBER SECURITY & TECHNOLOGY CONFERENCE

The event, which will be held in March 2022, will feature speakers and breakout sessions involving cyber security in the workplace.

Major Sponsor: \$1,000 (1 available)

- Four complimentary tickets to the event
- Recognition on all marketing materials and at the event
- Two eight-foot tables at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

Tech Sponsor: \$500 (4 available)

- Two complimentary tickets to the event
- Recognition on all marketing materials and at the event
- A free eight-foot table at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

Badge Sponsor: \$300 (1 available)

- Two complimentary tickets to the event
- Logo on event badges of sponsors and attendees
- Recognition on promotional materials

HOME PAGE - A MARKETING AND SOCIAL MEDIA EXPERIENCE

A new twist on our annual Market & Social Media conference, this online conference is two, high-impact days, built for attendees to learn the latest from marketing and social media influencers who have real experience to share.

Title Sponsor: \$1,000 (SOLD)

- Four complimentary tickets to the event
- Video promotion opportunity
- Opportunity to welcome all keynote/general session speakers
- Recognition on all marketing materials and at the event
- An eight-foot table at the conference
- Opportunity to include brochure or flyer in handout packet
- Exclusive advertising on Perigon – digital training platform

Event Sponsor: \$750 (SOLD)

- Two complimentary tickets to the event
- Video promotion opportunity
- Opportunity to welcome attendees and introduce speakers
- Recognition on all marketing materials and at the event
- Opportunity to include brochure or flyer in handout packet

HUMAN RESOURCE CONFERENCE

The Chamber and CVSHRM are looking for business partners to help sponsor this event in 2022. The event will feature breakout sessions, keynote address and a luncheon.

Event Sponsor: \$350 (6 available)

- Two complimentary tickets to the event
- Recognition on all marketing materials and at the event
- A free eight-foot table at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

Exclusive Break Sponsor: \$125

- One complimentary ticket to the event
- Logo on signage at event
- Recognition on the event agenda
- Opportunity to include brochure or flyer in handout packet



MOMENTUM SALES CONFERENCE

This conference will be held on February 22, 2022 at The Florian Gardens Conference Center. The conference will explore the best practices and creative ways to maximize sales in a virtual world.

Corporate Sponsor: \$500 (SOLD)

- Two complimentary registrations for the event
- Major promotion and logo awareness on all advertising leading up to and during the event
- Opportunity to introduce keynote speaker and give 3 minute overview of your business at kickoff
- Acknowledgement throughout the day,
- Logo on all digital documents and conference items

Event Co-Sponsor: \$300 (1 available)

- One complimentary registration for the event
- Advertising leading up to and during the event
- Recognition on all marketing materials and at the event
- Logo on all digital documents and conference items

WOMEN'S GOLF WORKSHOP

This event will be held in June 2022.

Exclusive Sponsor: \$300

- Opportunity to welcome/address the attendees
- One complimentary registration to the workshop
- Opportunity to handout promotional item or material to attendees
- Logo recognition on all marketing material including website and signage at the event
- Recognition in the Chamber's The Update

WORKING MOTHERS' LUNCHEON

This event, held in May 2022, is an opportunity for Chippewa Valley's working mothers to virtually gather for networking, education and to be inspired. The luncheon features a keynote speaker. Expected attendance is about 100.

Luncheon Sponsor: \$550 (4 available)

- "Presented by" name recognition
- One table sponsorship including eight tickets at a reserved table
- Logo recognition on Chamber's Calendar of Events with link to company website
- Logo recognition in all print advertising
- Logo recognition in any promotional emails
- Recognition on signage displayed at event
- Display table in registration area
- Verbal recognition at event
- Opportunity to distribute advertising specialty items and collateral materials at event



LEADERSHIP EAU CLAIRE™ ANNUAL ALUMNI LUNCHEON (FOUNDATION PROGRAM)

This annual event held in August is a networking opportunity for program alumni. New class members also are introduced.

Event Sponsor: \$300 (5 available)

- Logo on invitation sent to area Leadership Eau Claire™ alumni
- Logo on signage at event
- Recognition at event
- Recognition on promotional events
- Recognition on the Chamber's Calendar of Events
- Two complimentary tickets to the luncheon

LEADERSHIP EAU CLAIRE™ PROGRAM SPONSOR (FOUNDATION PROGRAM)

The sponsor supports this annual community leadership program in its 38th year.

Exclusive Sponsor: \$1,500

- Opportunity to welcome the class at Opening Retreat
- Logo on all promotional material for the Leadership Eau Claire™ Class including recruitment brochure and class brochure
- Logo on all Leadership Eau Claire™ monthly class agendas
- Recognition at the Leadership Eau Claire™ Annual Alumni Luncheon in August

YOUTH LEADERSHIP EAU CLAIRE (FOUNDATION PROGRAM)

These sponsors support the leadership program for area high school juniors.

Major Sponsor: \$500 per year

- Recognition in promotional announcements
- Recognition on the Chamber's website
- Recognition at YLEC Orientation
- Recognition and an invitation to the YLEC Graduation luncheon held in May of each year



YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY (YPCV)

This group, consisting of professionals between the ages of 21 and 40, engage and empower young professionals by providing relevant educational, networking and community events. The membership exceeds 450 young professionals.

YPCV BEAN BAG TOURNAMENT

This is a YPCV event that is held in February (date subject to change) with approximately 70 YPCV members in the tournament.

Court Sponsor: \$200 (3 available)

- Your company banner hung on the court
- Company logo on registration page on Calendar of Events
- Company name on weekly YPCV emails
- Mention at event several times (will be approximately 70 young professionals in the tournament)
- One team registration (team must be YPCV members)

Board Sponsor: \$125 (16 available)

- Logo on 24 x 18 double sided sign at event (clearly visible along the tournament playing field)
- Company logo on registration page on Calendar of Events
- Company name on weekly YPCV emails
- Mention at event several times (will be approximately 70 young professionals in the tournament)
- \$10 off your team registration (if you choose to have a team play, must be YPCV members)

YPCV EXTRAVAGANZA

This is a YP event that will be held in the fall of 2022

Sponsor: \$300 (3 available)

- Logo on Extravaganza promotional flyer
- Recognition at the event with logo on all table tents (approximately 13 table tents)
- Company logo on registration page on Calendar of Events
- Logo displayed on PowerPoint aired at the Extravaganza
- Logo on Extravaganza welcome sign (Welcome sign approximately 2 ft by 3 ft)
- Recognition in the YPCV email (sent to all 360 YPCV members) and Chamber Update (sent to over 3,000 members)
- Optional-opportunity to handout a giveaway at the event with your company name on it (supplied by company)

YPCV GOLF OUTING

This is a YPCV event that will be held in June 2022

Hole Sponsor: \$125 (10 available)

- Recognition at the event with signage on the hole
- Opportunity to have company representative sit at the hole and do a giveaway
- Recognition in the YPCV email

Exclusive Cart Sponsor: \$250

- Recognition at the event with company logo on each golf cart (approximately 42)
- Opportunity to have a company representative at the golf outing and dinner (dinner for one included)
- Recognition in the YPCV email

Exclusive Dinner Sponsor: \$250

- Recognition at the event with company logo at each table at dinner (approximately 13 tables)
- Opportunity to have a company representative at the golf outing and dinner (dinner for one included)
- Recognized on the Rule/Hole handout given to each YP member (approximately 84)
- Recognition in the YPCV email

ADVERTISING OPPORTUNITIES

BEVERAGE SPONSOR

Sponsor Fee: \$130 per month

- Recognition, signage and promotional materials at committee meetings held at the Chamber office both virtually and in person.

BUSINESS OF THE WEEK

This is an opportunity for your business to be highlighted on the Chamber's home page, website, Facebook and LinkedIn.

\$250 per week

- Your photo will be highlighted as "Business of the Week" on the top of the Chamber's home page
- Add an article and a video to a weekly blog page
- Facebook post will include a video post and a link to the blog page
- LinkedIn post will include your photo and a link to the blog page
- Mention in The Update with link to blog page

CHAMBER BUY LOCAL BUCKS AD

Chamber investors have the opportunity to place their logos on the Chamber "Buy Local" Bucks check stub. This will provide additional exposure on each of the certificates that are sold. The Chamber sells approximately \$350,000 in Chamber Bucks each year.

Logo Placement: \$150 per year

- Opportunity to promote your business or organization as a member that accepts Chamber "Buy Local" Bucks

THE EC LIFE MAGAZINE

The EC Life will feature a variety of community-driven stories that feature local businesses, explore the vitality of the area and share the overall sense of home that Eau Claire provides. The EC Life will be published twice annually in January and in June. Advertising opportunities are available and include both print and digital format.

Advertising Options:

- \$895—1/2 page horizontal (7.5"W x 4.875"H)*
- \$495—1/4 page horizontal (3.625"W x 4.875"H)*
- \$495—1/4 page vertical (7.5"W x 2.25"H)*

THE EC LIFE SOFA SEGMENT SPONSOR

The EC Life Sofa Segment is a new Chamber talk show video series that is sent out to over 3,500 Chamber investors.

Ad Investment: \$1,000

- Sponsor graphic/ad showcased in the CTA feature on every MMM for a three-second rotation
- Link featured in Resource tab
- Sponsors are thanked on all social media platforms when episode comes out
- Product placement in episode
- Sponsor-produced commercial option (30 seconds after credits)

MEMBER TO MEMBER EMAIL AD

Chamber investors have the opportunity to their ad placed in a mass email to 3,200 Chamber investor individuals.

\$80 per ad - JPEG format, 540X485, 72 dpi

A hyperlink from your ad to a website, PDF or email address is also included

MONDAY MORNING MINUTE

The Monday Morning Minute video is sent to approximately 3,500 Chamber member individuals each Monday morning. Your company logo will be displayed along with up to two other Chamber member businesses along side the video.

Ad Investment:

- \$300 per month*
- \$500 per two months*
- \$700 per 3 months*
- \$1,400 per 6 months*

PERIGON HIGHLIGHT SPONSOR (3 available)

These sponsors will be featured on every Perigon held event in 2022.

Ad Investment: \$5,000

- Sponsors will be thanked in email communications promoting Perigon events
- Perigon sponsors will be thanked in the Monday Morning Minute
- Logo is featured with other participating Perigon sponsors in slideshow graphic that is showcased 30 minutes prior to event start
- Sponsors will receive up to five free registrations for any Chamber event hosted on Perigon.
- Sponsors graphic will be featured in call-to-action space

THE UPDATE E-NEWSLETTER AD

Opportunity for members to promote their business with an ad on the Chamber's *The Update* e-newsletter, which is emailed on a weekly basis to more than 3,400 individuals.

"Front Page" Banner Position (appears on the top of the email)

- \$2,300 per year*
- \$585 - 13 consecutive weeks*
- \$50 per week*

- Ability to change the billboard on a weekly basis
- Opportunity to hyperlink the billboard to a website or PDF flyer
- Exclusivity of business category if purchased on an annual basis
- Billboard will also appear on Chamber's website with archived issues.

Lower Banner Positions & Column Position

- \$1,450 per year*
- \$410- 13 consecutive weeks*
- \$35 per week*

- Ability to change the billboard on a weekly basis
- Opportunity to hyperlink the billboard to a website or PDF flyer
- Billboard will also appear on Chamber's website with archived issues.

ADVERTISING OPPORTUNITIES

CATEGORY LISTING PAGE ADVERTISING

Enhanced Business Listing: \$200 per year (automatically renews)

- Billboard appears on three category pages of your choice
- Opportunity to hyperlink to a website page of your choice from the billboard
- Enhanced Business Directory with logo, 25 word business description and social media links

Enhanced Business Listing: \$25 per year

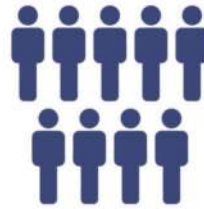
- Enhanced Business Directory listing with logo and 25 word business description
- Social media icons linked to your corresponding sites



10 **FAST FACTS**

EST. IN 1915

The Eau Claire Chamber celebrated 100 years in 2015.



Staff consists of nine community-oriented thinkers.



1,100 investor businesses on annual basis.

• • • •

The Chamber website has over 2,670 views with 1,237 visits per month.

• • • •

Our weekly video series the Monday Morning Minute has over 250 views every week.



40 Ambassadors with 400+ years of combined business experience.

Developed the Chippewa Valley Alliance (CVA), a collaboration between the Chippewa Falls and Menomonie Chambers.



Investor dues structure transitioned from traditional structure to new five level tiered program in March 2019.



Four pillar value system that consists of Advocacy, Workforce, Education and Investor Engagement.

Our mission is to be the ADVOCATE of business.

